

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 488997 /		<u>Alt Order #</u> 06263160
<u>Product</u> NRCC IE SKED 2		
<u>Contract Dates</u> 09/21/12 - 10/04/12		<u>Estimate #</u> 2958
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 25	KVVU	10/04/12	10/04/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	---2---				2	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/01/12-10/07/12	The Dr. Oz Show	4-5p	----Th-----	:30		\$350.00	NM		
Credited												
Totals											93	\$74,260.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	22	\$18,560.00	\$15,776.00
10/01/12 - 10/04/12	71	\$55,700.00	\$47,345.00
Totals	93	\$74,260.00	\$63,121.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

ADV #

ADV. NAME

ISS/NRCC-IE

AGY #

AGY. NAME

NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP.#

OFF.# 762

SALESMAN #

BUYER NAME

TRACEY ROBINSON

SALES PRSN

PH- TERESA DIFURIA

ORDER #

CONTRACT # 6263160

CLASS: NATL. LOCAL REGIONAL

PRDCT

NRCC IE SKED 2

EST#2958

COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES

SEP21/12

OCT4/12

WK-2

CITY TAX

STATE TAX

CO-OP BILLING NEEDED

DATE OCT8/12 16.19

REP:

TO ROSE

FR NIKKI

OK'D M3

NEW TOTAL \$74260 (-350)

PLS CNF THANKS

STA:

CON CM

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NRCC IE SKED 2

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = 155

AGENCY EST# = 2958

AGENCY PRODUCT CODE = 426

78	S		400P-500P	30		\$350.00	10/4	10/4	1		THU	1
<div> <div>PROGRAM : DR. OZ</div> <div>RA35-64 : 0.9</div> <div>CON COM1: DR. OZ</div> <div>CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT4</div> </div>												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

STATION MAKEGOOD OFFERS:

M3 OK'D BUY#78

MISSED: THU/400P-500P

OCT4

30S

\$350.00

(OCT8/12)

OFFER: NONE

CMT: SPOT N/A DUE TO TECHNICAL ISSUES. FLIGHT ENDED. PLS CREDIT.

SEP/12 18560.00 OCT/12 55700.00

CONTRACT TOTAL 74260.00

TOTAL SPOTS 93

MARKET TOTALS \$217,946

KVVU 28% KSNV 29% KLAS 20% KTNV 20% KVMY 3% KVCW 0% CABL 0%

KTUD 0%

SVC- NSI

DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE